

## William J. Brown, MBA

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- EXPERIENCE:** Interval International Miami, Florida ([www.INTERVALworld.com](http://www.INTERVALworld.com); [www.ResortDeveloper.com](http://www.ResortDeveloper.com))  
**Director, E-Commerce & Interactive Marketing**  
Ownership responsibilities for all Internet and multimedia products for world's second largest vacation services company, with 1800 affiliated timeshare properties in 62 countries with 1,000,000 members. Developed corporate-level strategy to enter new vertical businesses within the travel services industry to extend competitive advantage, create organizational & bottom-line efficiencies, and build IPO value.
- *P & L Responsibility for all technology-related marketing activities*
  - *Conceived and defining major mass-market online travel services subsidiary unit*
  - *Implementing comprehensive e-commerce applications to transition distribution channels to Web languages)*
  - *Coordinate and relaunch existing Web site to grow traffic among global membership (12*
  - *Developed strategic plan and gained support of senior executives to launch full travel services site*
  - *Accountability for CD-ROM and kiosk product development, marketing, and profitability*
  - *Direct team of 9 full-time professionals across Marketing, Creative Services and MIS Departments*
  - *Represent Interval as member of ARDA Technology and Internet Subcommittees*
- 1998 to Present
- 1999 University of Miami – School of Business Miami, Florida ([www.miami.edu](http://www.miami.edu))  
**Adjunct Instructor**, "Internet Business Strategy", University of Miami MBA/MS Program  
Course materials available online at [www.resortdeveloper.com/internet.htm](http://www.resortdeveloper.com/internet.htm)
- Tribune-Review Publishing Pittsburgh, Pennsylvania ([www.pittsburghLIVE.com](http://www.pittsburghLIVE.com))  
**Director and General Manager, New Media Division/Internet Services**  
Comprehensive responsibilities for entire company-wide Internet strategy; directed most widely read (13 million monthly page views) local content Web portal in region; substantially grew market share; developed strategies to erect barriers to new competitors and to offer differentiated services.
- *Direct authority for \$2.1 million operations budget*
  - *Hired 11 full-time employees*
  - *Accomplished development of 7 newspaper Web sites*
  - *Set ad pricing, developed sales plan, forecast revenues, coordinated infrastructure development*
  - *Oversaw management for \$750,000 outside advertising agency budget*
  - *Supervised production of television, radio, newspaper and outdoor advertising campaign*
  - *Established partnership with Pittsburgh Steelers Football Team and America Online (AOL)*
  - *Steelers' online catalog accounted for \$130,000 in e-commerce during 1997 season*
- 1997 to 1998
- SAIC/Bellcore - Bell Communications Research Piscataway, New Jersey ([www.bellcore.com](http://www.bellcore.com))  
**Product Manager, Network Planning and Inventory Management**  
Developed next generation telephony product strategies and managed execution across diverse project and marketing teams; responded to customer RFPs, and championed SBU objectives throughout competitive organizational environment.
- *Managed key aspects of \$20 million budget 1998 business unit work program*
  - *Organized and planned multimillion-dollar product launch (Traffic Star™) and repositions (SIMM™)*
  - *Named to business unit and corporate strategic planning teams*
- 1997
- 1996 to 1997 NovaCare, Inc. King of Prussia, Pennsylvania ([www.NovaCare.com](http://www.NovaCare.com))  
**Product Manager, Contract Rehabilitation**  
Oversaw market positioning for all product services for \$560 million division; responsible for developing new service concepts, justifying investment, and creating market plans.
- *Developed national marketing plans for new product*
  - *Marketing Division drove year-to-year new growth of \$195 million during 1996*
  - *Evaluated and established strategic partnerships with Nautilus, Norwest Financial Corp.*

1992 to 1995      ASTM - AMERICAN SOCIETY FOR TESTING AND MATERIALS  
West Conshohocken, Pennsylvania ([www.astm.org](http://www.astm.org))  
**Staff Project Manager, Technical Operations Division**  
Advanced worldwide standards to promote technical quality and product safety; coordinated standardization development for 9 industries involving 2100 international technical experts.

1991 to 1992      DREXEL UNIVERSITY Philadelphia, Pennsylvania ([www.drexel.edu](http://www.drexel.edu))  
**Recruiter, University Admissions**

**EDUCATION:**      UNIVERSITY OF PENNSYLVANIA Philadelphia, Pennsylvania  
([www.seas.upenn.edu/profprog/emtm/](http://www.seas.upenn.edu/profprog/emtm/))

1997 to present      **Executive Master's in Technology Management/Master of Technology (ExMOT)**

- *Interdisciplinary program between Wharton School of Business and the College of Engineering*
- *Prepares fast-track individuals for leadership careers in a global environment of technology*
- *Curriculum focused on executive management of emerging technologies*

1997      DREXEL UNIVERSITY Philadelphia, Pennsylvania ([www.drexel.edu](http://www.drexel.edu))  
**Master of Business Administration (MBA)**

- *Concentrations: Marketing and Applied Strategic Planning*
- *Curriculum Sampling: International Marketing, Marketing Strategy and Planning, Decision Sciences, New Product Planning Strategy and Development, Technology Management, Advertising*

1991      SETON HALL UNIVERSITY South Orange, New Jersey ([www.shu.edu](http://www.shu.edu))  
**Bachelor of Science (BS), Business Administration**

**HONORS:**

- *1999 Invited Speaker, American Resort Developers Association Annual Convention*
- *1996 Finisher, City of Los Angeles Marathon*
- *1995 Finisher, New York City Marathon*
- *1991 Recipient, Seton Hall University Student Leadership Award*
- *1990-1991 President, Seton Hall University Student Government Association/S.G.A.*
- *1987-1990 Recipient, Brownson Speech and Debate Academic Scholarship*
- **49** *national public speaking and debate championship awards*

**SKILLS:**

- **Strategic Development** – *Business planning, budgeting, ROI analysis, pricing, etc.*
- **Data literacy** - *Familiar with database schemas, statistics, and data mining techniques*
- **Consumer behavior analysis** - *Understand consumer decision process and map campaign*
- **Broad marcom experience** - *Combine advertising, direct marketing, and sales promotion to advance the consumer decision process*
- **Technology proficiency** - *Translate marketing strategies into technical execution guidelines*
- **Leadership** – *Demonstrate decisiveness and facilitate empowerment to attain objectives*

**IN THE NEWS:**

- *Vacation Ownership World, April 1999*
- *Vacation Industry Review, April 1999*
- *HotelBusiness Magazine, November 1998*
- *The Miami Herald, September 15, 1998*
- *Pittsburgh Business Times, March 27, 1998*
- *Pittsburgh Tribune-Review, March 3, 1998 (5 other Western PA newspapers the same day)*

**ARTICLES AUTHORED:**

- *"Interval Launches ResortDeveloper.com & IntervalWorld.com", Vacation Industry Review, Mar/Apr 1999*
- *"Online Privacy is an E-Commerce Concern", Vacation Industry Review, May/June 1999*
- *"Building a Winning Web Brand", Developments, Fall 1999*
- *"The Impact of Broadband & Streaming Video to the Industry", Vacation Industry Review, Sept/Oct 1999*

**RECENT READING:**

"Digital Darwinism: Breakthrough Strategies for Surviving in the Cutthroat Web Economy" (Schwartz)  
"Real Options: Managing Strategic Investment in an Uncertain World" (Amram, Kulatilaka)  
"Net Worth" (Hagel, Singer)  
"Customers.com" (Seybold)  
"Information Rules" (Shapiro, Varian)  
"Blur: The Speed of Change in the Connected Economy" (Davis and Meyer)  
"Competing in the Age of Digital Convergence" (Yoffie)

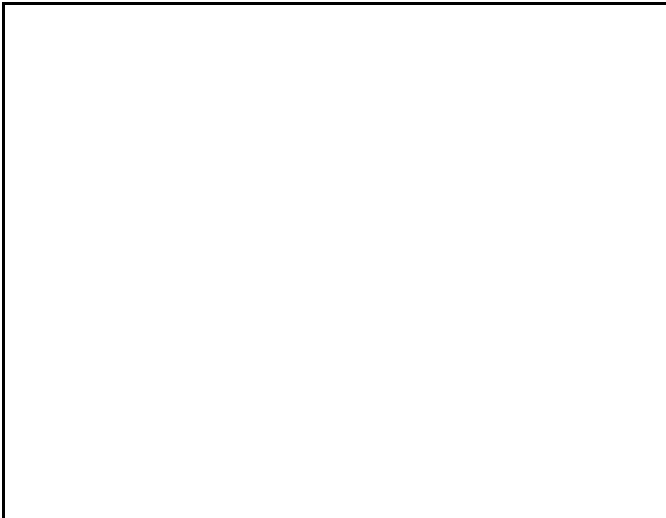
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**June 8, 1999**

Cape Cod, Massachusetts

"TimeShare, E-Commerce & the Internet"

ARDA New England – 118 attendees



Click **HERE** to view presentation  
<http://www.resortdeveloper.com/capecod.htm>

